

REMARKS

Applicant has amended the Claims 1-8. Applicant respectfully submits that these amendments to the claims are supported by the application as originally filed and do not contain any new matter. Therefore, the Office Action will be discussed in terms of the claims as amended.

The Examiner has objected to the specification, stating that the specification does not contain any line numbers. In reply thereto, it is Applicant's understanding that the placement of line numbers and paragraph numbers in the specification is optional and discretionary. Accordingly, Applicant has chosen not to do so.

The Examiner has rejected the Claim 2 under 35 U.S.C. 112, first paragraph. In view of the amendments to the claims, Applicant respectfully submits that the invention as claimed by Claim 2 is now supported by the written description. Therefore, Applicant respectfully submits that the Claim 2 now complies with the requirements of 35 U.S.C. 112, second paragraph.

The Examiner has rejected the Claims 1-8 under 35 U.S.C. 103 as being obvious over Bourdelais in view of Jepson, stating that Bourdelais discloses the method for a central computer system for designing different rooms in a house, but does not specifically state of the use of a central computer and graphics system to design an entire area of a subway station; Jepson teaches the use of a computer system and simulation technology in medium to large urban design and planning projects; and it would have been obvious to one of ordinary skill in the art to modify Bourdelais in view of the teachings of Jepson.

In reply thereto, Applicant has carefully reviewed Bourdelais, and respectfully submits that Bourdelais merely discloses a means or system for designing a room and displaying the three-dimensional design of the room on a two-dimensional display of a computer. Clearly, Bourdelais does not disclose that the design of the entire station including the graphics on the walls would be stored in the database as a series of components, that these components of the entire station would be printed out in full size and then pasted on the walls of the subway station.

Still further, Applicant has carefully reviewed Jepson, and respectfully submits that Jepson is essentially the same as Bourdelais, except instead of relating to a house, it relates to urban environments. However, in Jepson, again the urban environment is displayed three-dimensionally on a two-dimensional display of a screen of a computer and is not printed out and

pasted on the walls.

As to Claim 2, Applicant's invention as claimed therein further requires that the designs be printed on wrapping sheets with adhesives applied to the back surfaces thereof and pasted on the walls and floors of the subway station. In addition, by dividing the premises into blocks of certain sizes for design purposes, the individual blocks can be easily transported and installed in the subway station.

As to Claim 3, Applicant respectfully submits that in none of the art cited by the Examiner does it suggest that the advertiser's merchandise designed in the components of the foreground would be separate from the background which would stay constant. As a result, as claimed by Applicant's Claims 3 and 4, the appearance of the subway can be easily changed based upon the advertisers and what the advertisers have purchased.

As to Claim 5, Applicant respectfully submits that in Claim 5, the background is provided with a strong adhesive so it sticks to the walls of the subway station for a long time while the advertising or foreground pieces are provided with a weak adhesive so that they are removable. Again, Applicant respectfully submits that the art cited by the Examiner does not disclose this feature.

As to Claims 6 and 7, Applicant respectfully submits that none of the art cited by the Examiner teaches the use of light storing pigments in the advertisement.

Finally, as to Claim 8, Applicant respectfully submits that none of the art cited by the Examiner suggests that the gutter needed to prevent damage by water leakage to the graphics on the walls would be designed into the graphics such that the gutter would be inconspicuous.

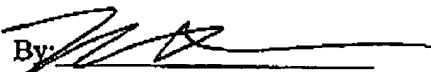
In view of the above, therefore, Applicant respectfully submits that the Claims 1-8 are not obvious over Bourdelais in view of Jepson.

In view of the above, therefore, it is respectfully requested that this amendment be entered, favorably considered and the case passed to issue.

Please charge any additional costs incurred by or in order to implement this amendment or required by any additional extensions of time to KODA AND ANDROLIA DEPOSIT ACCOUNT NO. 11-1445.

Respectfully submitted,

KODA & ANDROLIA

By: 

William L. Androlia

Reg. No. 27,177

2029 Century Park East
Suite 1140
Los Angeles, CA 90067-2983
Tel: (310) 277-1391
Fax: (310) 277-4118

Certificate of Transmission

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office Fax No. (571) 273-8300 on October 5, 2005.

 William L. Androlia

Name

10/5/2005

Signature

Date